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APR 14 2004

OFFICIAL**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

First Named Applicant: Plow)

Art Unit: 3622)

Serial No.: 09/922,201)

Examiner: Lastra)

Filed: August 2, 2001)

STL9-2000-0037-US1)

For: **SYSTEM, METHOD, AND COMPUTER**)
PROGRAM PRODUCT FOR SELECTIVELY)
DISPLAYING INTERNET ADVERTISEMENTS)April 14, 2004)
750 B STREET, Suite 3120)
San Diego, CA 92101)**RESPONSE TO OFFICE ACTION**Commissioner of Patents and Trademarks
Washington, DC 20231

Dear Sir:

In response to the Office Action dated March 29, 2004, please amend the above-captioned patent application as follows.

1176-S.AMD

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